nana nguyen

Fashion Designer & Stylist
Women's Wear, Footwear & Accessories
Product Development & Brand Strategy

portfolio

email nana.inreallife99@gmail.com
linkedin Nana Nguyen
instagram nana.inrealife

Résumé / CV

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Fashion Designer & Stylist
Women's Wear, Footwear & Accessories
Product Development & Brand Strategy

Innovative **Fashion Designer** specializing in **womenswear, footwear, and accessories**, blending craftsmanship with modern aesthetics. With expertise in **product development, branding, and market strategy**, I create collections that merge artistic vision with commercial success. Passionate about s**ustainability, storytelling, and material innovation**, I seek opportunities in **design, creative direction, and brand strategy** within dynamic fashion houses.

Ngan Ha (Nana) NGUYEN

Born:	08/25/1999
Birthday:	Hà Nội, Việt Nam
Based:	Paris, France
Tél / WhatsApp:	+33 6 32 44 87 02
LinkedIn:	Nana Nguyen
E-mail:	nana.inreallife99@gmail.com
Portfolio:	Portfolio Link

LANGUAGES

Vietnamese
English
French

KEY SKILLS & EXPERTISE

Design & Development
- Fashion Design (Womenswear, Footwear, Accessories)
- Pattern Making & Draping
- Textile & Material Research
- 3D Fashion & Product Design

Creative Direction & Branding
- Brand Strategy & Visual Identity
- Fashion Styling & Editorial Direction
- Photoshoot Styling & Photography
- Trend & Market Research

EXPERIENCE

Footwear & Bags Designer | Carel Paris
2022 – 2024 | Paris, France
- Designed and developed **women's footwear and accessories**, integrating heritage with contemporary trends.
- Led **material research and sourcing**, ensuring sustainability and high-quality craftsmanship.
- Contributed to **branding, digital marketing, and retail merchandising**, strengthening the brand's visual identity and market presence.

Fashion Designer & Stylist | Freelance
June 2021 - Ongoing | Paris, France
- Conceptualized and designed **custom womenswear, accessories, and editorial pieces** for private clients and publications.
- Styled and directed **fashion and product photoshoots**, ensuring cohesive brand storytelling.

Atelier Assistant | Yuima Nakazato (Haute Couture)
May – July 2025 | Paris, France
- Assisted in the Fall 2025 collection with sewing (hand & machine) hand-knitting, crochet, and clay-textile work.
- Supported fittings and backstage as a runway dresser during Paris Haute Couture Week.

Fashion Designer | Alexandro Fratelli
January – May 2021 | Paris, France
- Designed and produced **womenswear and menswear**, creating technical files and garment prototypes.
- Assisted in fittings and production, ensuring quality execution for clients and editorial projects.

Seamstress & Pattern Maker | Tara Vatanpour
December 2020 | Paris, France
- Developed **technical files, pattern adjustments, and muslin prototypes** for upcycled collections.

EDUCATION

LISAA Mode Paris – *Master in Fashion Business (2022-2024) Work/Study*
ESMOD Paris – *Bachelor in Fashion Design & Creation (2019-2020)*
Sorbonne Nouvelle Paris – *French Language Studies (2021-2022)*
Hanoi University of Industrial Fine Art – *Art & Design (2017-2018)*

AWARDS & RECOGNITIONS

Winner – Istituto Marangoni Scholarship *(2022)*
- Awarded €5,000 for excellence in **fashion design and creative innovation.**

SOFTWARE PROFICIENCY

Pts Photoshop
Ai Illustrator
Id Indesign
Wd Word
Pp PowerPoint
Ex Excel
Digital Tools (Canvas, Figma, ...)

portfolio.

NAME :		NGUYỄN
FIRST NAME :		NGÂN HÀ
BORN :	08/25/1999 IN	HÀ NỘI, VIỆT NAM
BASED :		PARIS, FRANCE

motivation lettre.

Ngan Ha (Nana) NGUYEN
Fashion Designer
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To the attention of the recruiter

Paris, 22 July 20225

Subject: Application for Design Position – Fashion / Accessories / Creative Direction

To Whom It May Concern,

As a fashion designer and brand strategist, I specialize in **womenswear, accessories** and **product development**, with a strong foundation in **creative direction**, **business strategy** and **market research**. My professional experience includes collaborating with **luxury** and **contemporary brands** to develop collections that seamlessly integrate artistic vision with commercial viability.

I hold a **Master's in Fashion Design and Brand Creation** from LISAA Paris and a **Bachelor's in Fashion Design with a specialization in women's ready-to-wear** from ESMOD International. My education has equipped me with a robust skill set in **design innovation, storytelling, material sourcing, and trend forecasting**. I thrive in dynamic, collaborative environments where creativity meets strategy, and I am eager to bring this approach to your team.

I welcome the opportunity to discuss further how my expertise aligns with your vision.

Sincerely,

Ngan Ha (Nana) Nguyen

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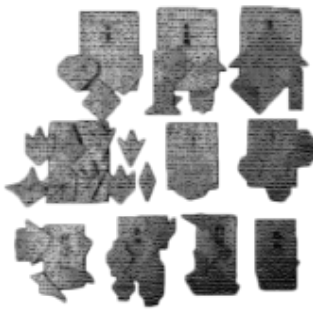

02. Business strategy & Management.

carel parís 40

[2 years work/study fulltime

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alexandro fratelli 52

[6 months internship fulltime

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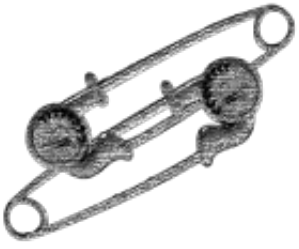

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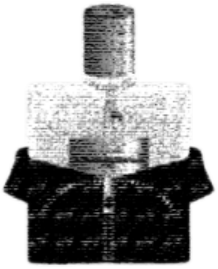
01. Footwear & Bag.



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01. Footwear & Bag.

00. *Project overview*

In Real Life is a brand that I developed during my two year Master's program in Fashion Design and Brand Creation at LISAA Mode Paris. The program focused on business strategy and management. The objective was to develop a fully-realized fashion label supported by a clear brand identity, product strategy, and a viable business model designed to ensure the brand could operate independently and sustainably over a multi-year period.

During the first year, I defined the brand concept, visual direction, and product line, and developed the debut collection. During the second year, I shifted my focus to developing a business strategy and marketing plan tailored to my brand's positioning. To assess its viability in a real world market setting, I developed an e-commerce platform and initiated the sale of collection pieces. In addition, I initiated marketing efforts through a combination of online and offline channels. This included collaborations with local content creators and performing artists.

This project required me to merge creativity with entrepreneurship, and it allowed me to apply my design, branding, and strategic thinking in a real-world context. I successfully led a fashion project from concept to commercialization, demonstrating my ability to independently manage a project from start to finish. I showcased my strong skills in creative direction, business development, digital marketing, and project management.

Throughout the process, I focused on developing three core skill sets:

- Brand development
- Business strategy & management
- Fashion design

—building a multidisciplinary foundation for future leadership roles in the industry.

in real life.

01. *Brand development*

IRLE is a brand that creates high fashion costumes and clothing, influenced and inspired by Asian culture.With its experience, the brand understands how existential crisis is among young Vietnamese millennials living abroad all over the world, who are still torn between maintaining and practicing their traditions or integrating into the culture of the country in which they live. Why not the best of both worlds?

"The idea is how as a young Vietnamese designer, IRLE can redefine traditional costumes."

Moodboard.

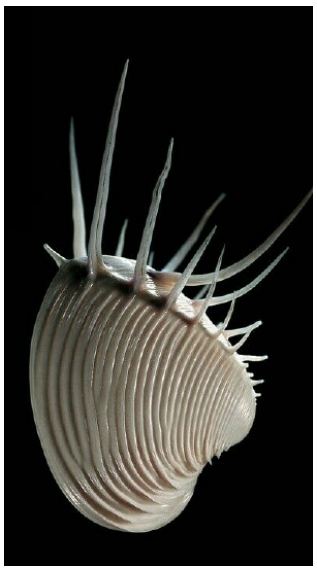
Traditionalisme

#Vietnamese Culture
#Heritage
#Pride
#Sustainability

Sensuality

#Fluidity
#Passion
#Pleasure
#Femininity

Unicité



#Originality
#Exclusivity
#Quality
#Craftsmanship

Intuition

#Confidence
#Honesty
#True to self
#Heart

03. *Fashion design - Collection Cocoon 2024*

Research.

Manifesto

Collection Concept FW23: “The Cocoon”is a layered, poetic, and symbolic interpretation of womanhood and identity through Vietnamese motifs (e.g. red spider lily, hair, cocoon imagery, silk, etc.). “Cocoon” draws its inspiration from a profound idea - that beauty is not confined to a predefined standard but exists in every phase of life.

The beauty of a woman reaching adulthood is often described as the breaking of the cocoon of a butterfly, a bloom. What if the cocoon is already beautiful? What if the late bloomer never blooms? The beauty standard is strict in Vietnam and South East Asia. But the cocoon has always been beautiful on its own. This collection is inspired by the act of defying those beauty standards and redifing the beauty in the “cocoon

Creative director/Designer: **Nana Nguyen**
Designr: **Violette Hoang**
Photographer: **Phan Thanh Khiet**
Film Photographer: **Duc Tuan Nguyen**

Model: **Dinh Hong Minh**, **Hieu Phuong**, **Phuong**
Make up/Hair: **Ha Phuong**, **Lou Tran**, **Võ Hoàng Anh**
Lighting: **Ngoc Dieu** & **Duc Tuan Nguyen**

The collection was constructed in Paris and photographed in Hanoi, Vietnam—at the heart of the city, surrounded by its most iconic historical landmarks. This setting served as a meaningful backdrop, highlighting the collection's fusion of heritage and modernity, and placing its cultural narrative in sharp, evocative focus.

Cocoon

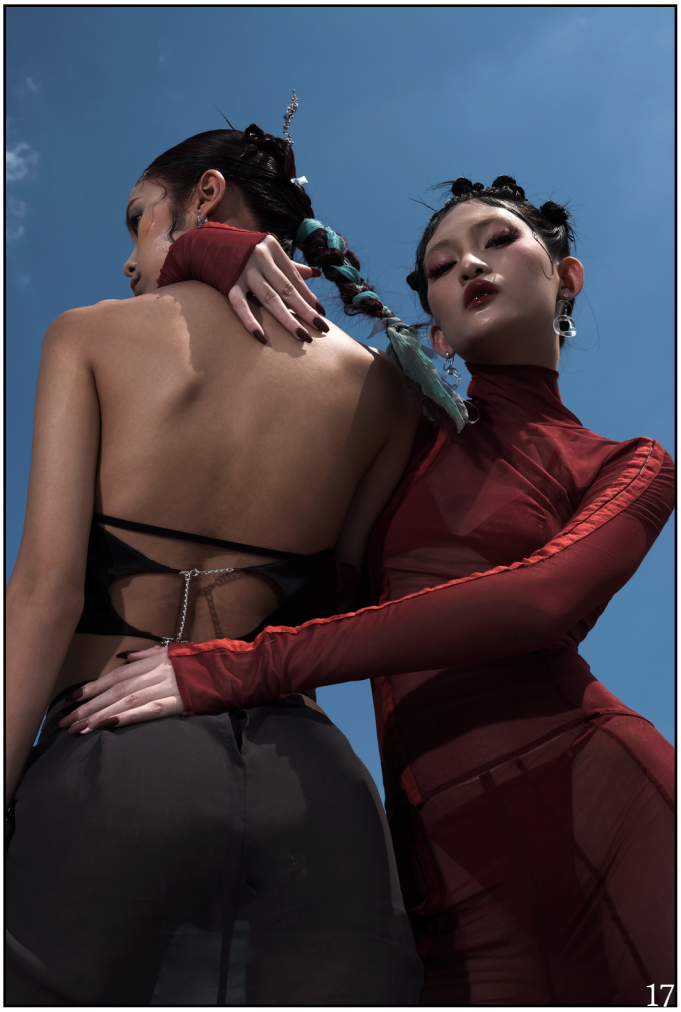
Nude

Flower

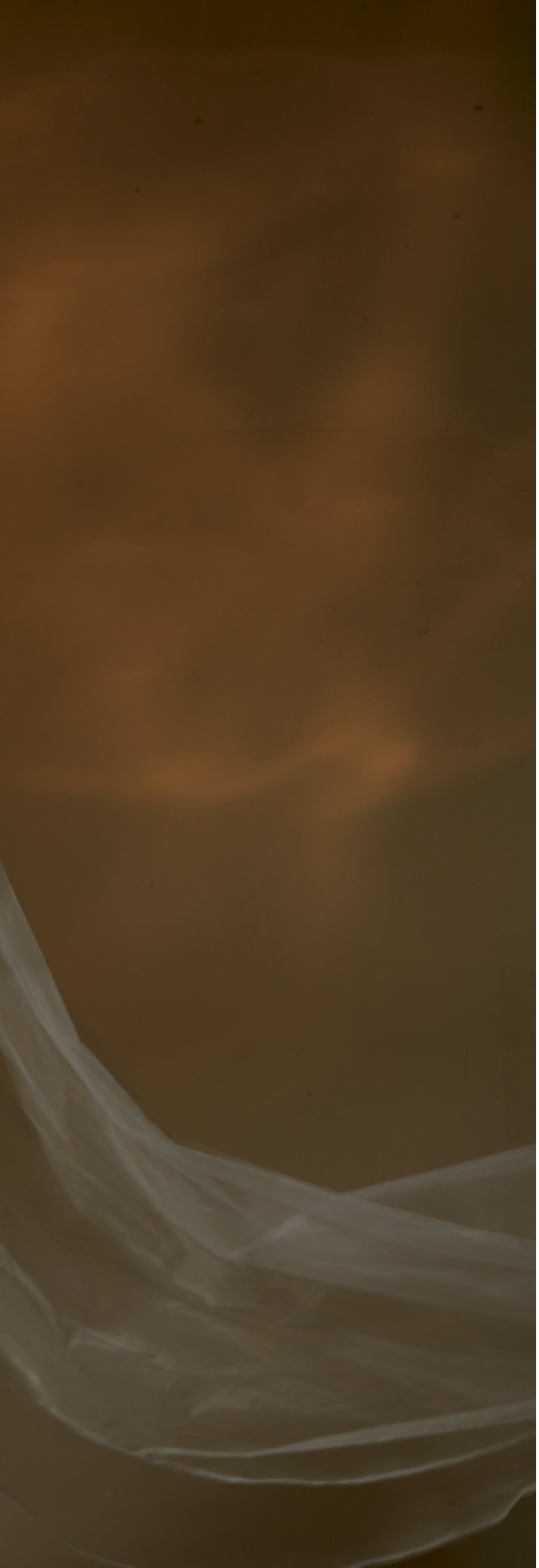
Silk

Thorn

Hair



05. *Fashion design - Collection Seahorse Wedding dress 2023.*



Manifesto

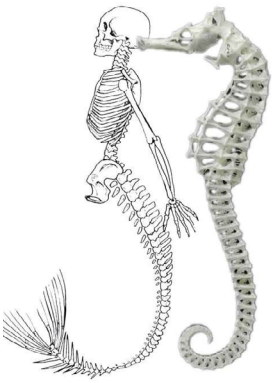
As part of expanding the brand vision for **In Real Life**, I also developed a line of **luxury bespoke bridalwear** that integrates the brand's core identity—merging **Vietnamese traditional costume elements** with **contemporary silhouettes and techniques**. This capsule offers a refined reinterpretation of heritage through the lens of modern occasionwear.

The Wedding dress collection is inspired from the Seahorse, who are monogamous and mate for life. The seahorse symbolism is known to instill parental harmony as well as the courage and knowledge to steer through the most difficult of times effortlessly, which serve as a marital blessing long happy life together and an inspiration for the Wedding dress.

The collection draws inspiration from the elegant anatomy of the seahorse—its ridged, curved neck echoing the contour of a woman's waist, and its elongated snout translated into downward-pointing silhouettes. These natural forms are reinterpreted through **corset like seams, structured boning, and pleated fabric inspired by origami techniques**, resulting in pieces that evoke the refined, sculptural presence of a mythical sea creature. The result is a bridalwear line that merges softness and structure, tradition and fantasy.

Declinations.

Moodboard.



Seahorses mate for life

The name seahorse came from the Greek term Hippocampus - "horse sea monster". Most seahorses are monogamous and mate for life. Seahorses can often be seen swimming in pairs with their tails linked together, which represent there unbreakable bond.

The seahorse symbolism is known to instill parental harmony as well as the courage and knowledge to steer through the most difficult of times effortlessly, which serve as a marital blessing of a long happy life together and an inspiration for the Wedding dress.

Subversif
Fluid
Origami
Áo Dài
Culture Vietnamienne

The Wedding dress collection is inspired from the Seahorse's flexible necks and long, tubular snouts that point downward, giving them the appearance of a horse's head. Often described as ringed with mysticism and spirituality in countless works of art and portraits, the mere sight of these mythical, magnificent sea creatures emits a sense of great delight and enchantment.

Sea Memory 024
Noriko Kuresumi

Marchesa
Nueva York Primavera-verano 2017

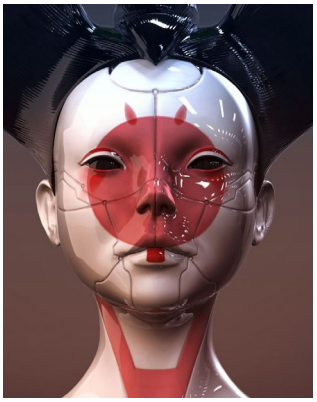
Seashells accessories corset

Constructions.

Crease the diagonals
Fold the top edge to the center point, creasing only between the diagonals
Unfold
Repeat on the bottom (fold and unfold)
Fold and unfold on 1/4 and 3/4 marks
Repeat on the bottom
Repeat on left and right sides
Turn over, and crease in between the squares in the opposite direction

Art director/Designer: **Nana Nguyen**
Accessories designer: **Violette Hoang**
Model: **Quynh Ngo**
Main photographe: **Tuan Bùi**
Lighting Assistant: **Duc**
Film Photographer: **Tidus Fair Supertramp's Works** - **Dang Thanh Tam**
Assistant: **Ngoc Dieu**
BTS photographer: **Duc Tuan Nguyen**
Make up/Hair: **Hoà Tran**, **Nguyen Dung**
Set conseiller: **Minh Anh**

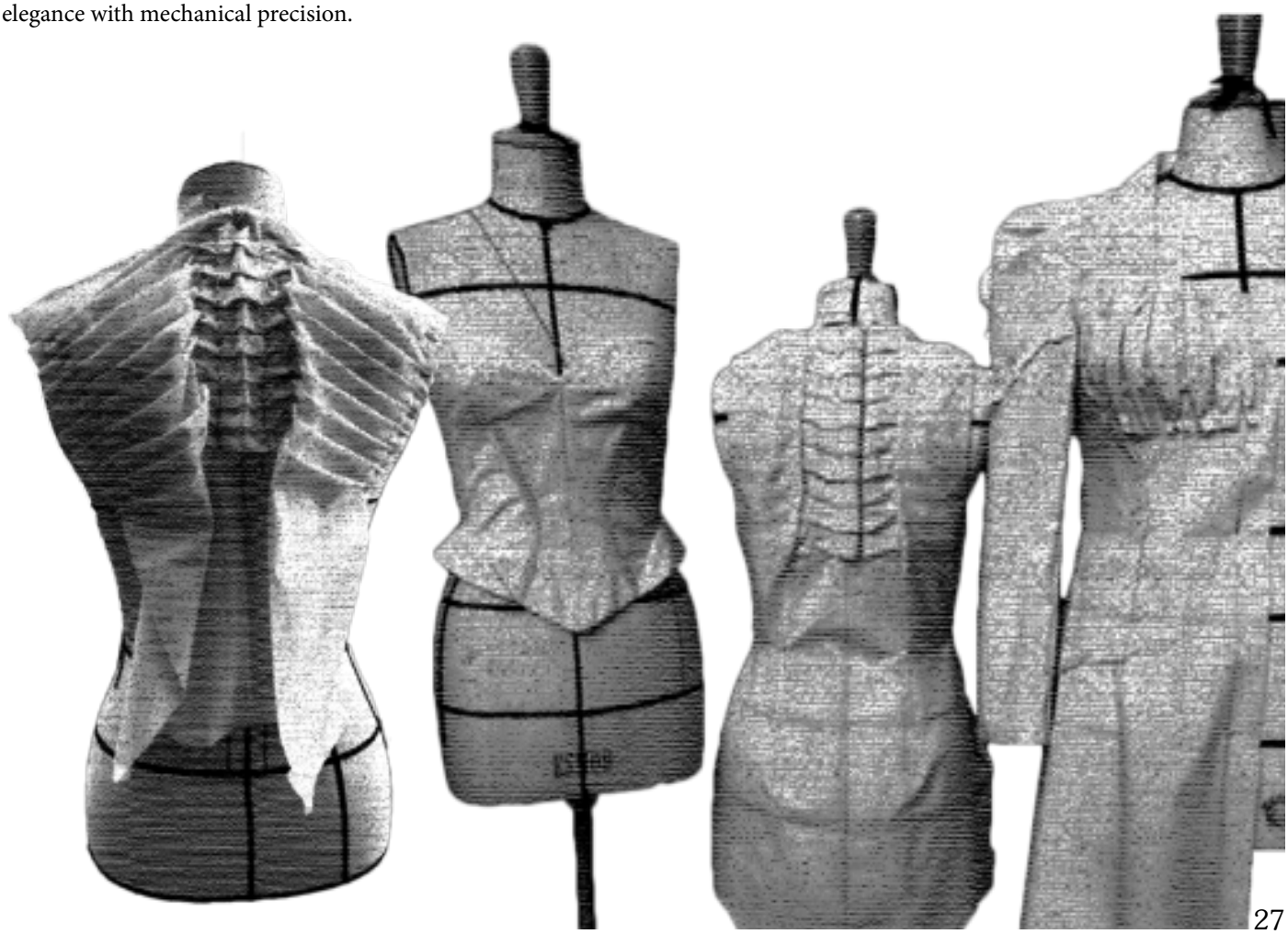
06. *Fashion design - Collection Homme Machine 202*



Manifesto

The Homme Machine collection was developed as my graduating project during my final year at ESMOD International in 2022. Conceived and executed entirely in Paris, I oversaw every stage of the process—from initial concept and moodboard to design, patternmaking, garment construction, and final photoshoot—demonstrating a fully independent approach to creative direction and production.

The concept draws inspiration from the film Ghost in the Shell, set in a futuristic world where humans are hybridized with machines to enhance function and longevity. The collection explores the tension between the organic and the synthetic, translating the body's articulations, muscular structures, and vascular lines into technical, machine-like patterns—creating garments that merge anatomical elegance with mechanical precision.



Art director/Designer: **Nana Nguyen**
Styling Assistant: P**huong Dung Nguyen, VDD**
Model: **Emmanuelle Woerie, Léandrie Boga, Fareen Aslam, Léa Méténier - Canda**
Styling & Hair: **Nana Nguyen**
Make up: **Mia Phi**

thank you for your time

let's have a coffee